

### REMARKS

This application has been carefully reviewed in light of the Office Action dated August 3, 2010. Claims 1 to 6, 15 and 19 to 21 are pending in the application, of which Claims 1, 15 and 17 are independent. Reconsideration and further examination are respectfully requested.

Claims 1 to 6, 15, 17 and 19 to 21 were rejected under 35 U.S.C. 112, first paragraph. Reconsideration and withdrawal of this rejection are respectfully requested.

Without conceding the correctness of the rejection, Applicant has amended the claims so as to use the term “wider” rather than “bigger” to describe the relationship between border-free and bordered printing. In addition, the Examiner’s attention is respectfully directed to paragraph [0099] of the publication of the present application, namely U.S. Patent Application Publication No. 2004/0125395. The cited portion of the application reads in part “when border-free printing of printing in the full size of a medium without any margin is supported, there are prepared a printing region for performing border-free printing for one paper size and a printing region for performing standard printing free from border-free printing. In general, when border-free printing is selected, the printable region is widened by a frame in border printing, and the output data region from the application can also be widened.” As the printing region for border-free printing is widened by a frame as compared to border printing, border-free printing is wider, or bigger, than border printing. Accordingly, Applicant respectfully requests reconsideration and withdrawal of this rejection.

Claims 17 and 21 are rejected under 35 U.S.C. 101 because the claimed invention is allegedly directed to non-statutory subject matter. Without conceding the correctness of this rejection, Applicant has amended Claims 17 and 21 to clarify that they are directed to a non-transitory computer-readable medium. Accordingly, Applicant respectfully requests reconsideration and withdrawal of this rejection.

Claims 1 to 3, 5, 6, 17 and 19 to 21 are rejected under 35 U.S.C. § 102(e) as being anticipated by U.S. Patent No. 7,194,696 (Mori). Claim 4 is rejected under 35 U.S.C. § 103(a) as being unpatentable over Mori in view of U.S. Pat. No. 6,842,262 (Gillihan). Reconsideration and withdrawal of these rejections are respectfully requested.

The claims generally concern converting original data into print data processible by a printing apparatus, and more specifically concerns management of front and back sides of a printed sheet. In one aspect, a size of a printable region for borderless printing is sent to an application when borderless printing is set for one side of the sheet via a first setting screen and bordered printing is set for the other side of the sheet via a second setting screen. Print data is then generated by the application based on the received size for the borderless printing region and the original print data.

By sending the size of the printable region for borderless printing to the application, original data is generated by the application based on the size of the printable region for borderless printing. This ordinarily prevents the need for magnification processing of the original data when borderless printing is set for the basic attribute or the back-side attribute.

Turning to specific claim language, independent Claim 1 is directed to a printing control method of converting original data into print data processible by a printing

apparatus, comprising the steps of: displaying a first setting screen to set a basic attribute to be applied to whole print data and a second setting screen to set a back-side attribute to be applied to a plurality of pages which correspond to not the front sides of printing media but to the back sides of the printing media output in double-sided printing; sending a size of a printable region for borderless printing to an application when one of the borderless printing and printing with a border is set in the basic attribute received via the first setting screen and another is set in the back-side attribute received via the second setting screen, wherein the size of the printable region for borderless printing is wider than a size of a printable region for printing with the border; receiving the original data for the borderless printing from the application, wherein the original data for the borderless printing is generated by the application based on the size of the printable region for borderless printing sent in the sending step; and generating the print data of a page which corresponds to the side of the borderless printing based on the original data for the borderless printing and the print data of a page which corresponds to the side of the printing with the border by specifying the original data of the printable region for printing with the border from the original data for the borderless printing.

In contrast to the present claims, Mori discloses a bookbinding application by which different print settings can be set to a book, chapter and page, hierarchically. See Mori column 11, lines 3 to 50. Mori also discloses that there are separate print settings set to respective levels of the book, chapter and page. See Mori, column 11, lines 3 to 50 and column 12, lines 10 to 62. However, Mori is silent about sending a size of a printable region for borderless printing to an application when one of the borderless printing and printing with a border is set in the basic attribute received via the first setting screen and

another is set in the back side attribute. As defined in the sending unit, the size of the printable region for borderless printing is wider than a size of a printable region for printing with the border.

Mori further discloses a structure of a job ticket. Mori recites “the electronic original despoiler 105 converts the job ticket into an output command for the output module.” See Mori, column 15, lines 23 to 58. However, Mori fails to disclose “generating ... the print data of a page which corresponds to the side of the printing with the border by specifying the original data of the printable region for printing with the border from the original data for the borderless printing” as featured in Claim 1.

By virtue of these two features not found in Mori, a technical advantage of the claimed invention is that enlargement is performed in the application of the original data for fitting the original data size to a size of a page to which a borderless printing is set in a case that both side printing is set and one side is designated to be borderless printing and another side is designated to be bordered printing. Such a technical feature is not at all found in Mori.

In light of the differences between Mori and the present claims, Applicant submits that Mori fails to disclose all of the features of Claim 1. Accordingly, Applicant submits that Claim 1 is in condition for allowance over the cited art and respectfully requests same.

Independent Claims 15 and 17 are directed to an apparatus and a computer-readable storage medium, respectively, substantially in accordance with the method of Claim 1. Accordingly, Applicant submits that Claims 15 and 17 are also in condition for allowance and respectfully requests same.

The other pending claims in this application are each dependent from the independent claims discussed above and are therefore believed allowable for the same reasons. Because each dependent claim is also deemed to define an additional aspect of the invention, however, the individual consideration of each on its own merits is respectfully requested.

In view of the foregoing amendments and remarks, the entire application is believed to be in condition for allowance, and such action is respectfully requested at the Examiner's earliest convenience.

### CONCLUSION

Any necessary fees are being paid concurrently herewith. The Director is hereby authorized to credit any fee overpayment, or charge any fee underpayment, to Deposit Account No. 06-1205.

Applicant's undersigned attorney may be reached in our Costa Mesa, CA office at (714) 540-8700. All correspondence should continue to be directed to our below-listed address.

Respectfully submitted,

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